

## PERSONAL INFORMATION

### AYAGANOVA MEIRAMGUL



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| Date of birth: 05/07/1969

## PLACE OF WORK, POSITION

Karaganda Buketov University, Associate Professor of the Department of Marketing

## SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC TITLE)

Doctor of Philosophy (PhD) in specialty 6D050700 - Management

## WORK EXPERIENCE

### Place and date

1990–1992 - Zhanaarka diversified utility enterprise, material accountant.  
1992-1993 - Zhanaarka District Financial Department, senior economist of the forecasting department.  
1993-1994 - Agadyr diversified utility enterprise, technical and technical equipment engineer.  
1994-2003 - engineer of the marketing department of KarSU named after Academician E.A. Buketov,  
2003-2010 – Lecturer at the Department of Marketing, Karaganda State University named after Academician E.A. Buketova  
2010-2021 – senior lecturer at the Department of Marketing, Karaganda State University named after Academician E.A. Buketova  
From 2021 to the present - Associate Professor of the Department of Marketing of Karaganda Buketov University

## EDUCATION AND PROFESSIONAL TRAININGS

### Education

1986-1990 - Karaganda State University, specialty - accounting and analysis of economic activity; qualification - economist  
2004-2006 - Karaganda State University named after Academician E.A. Buketova, specialty 050511 - marketing; qualification and academic degree - bachelor  
2011-2013 - Karaganda State University named after Academician E.A. Buketova, master's degree in 6M051100 - marketing; Academic degree - Master of Economic Sciences  
2015-2018 - Karaganda Economic University of Kazpotrebooyuz – doctoral studies in specialty 6D050700 - management

## Internships, scientific trip

1. Scientific internship - Bulgaria, Sofia, Technical University - Sofia, from December 1 to December 14, 2016.
2. Scientific trip to Almaty, NGO ASRIV (State policy of modernization of the social sphere and the role of NGOs).
3. Guest lecture by Professor of the Krakow University of Economics Janusz Teczke (06.06.17-16.06.17) on the topic "Management in modern society" (Karaganda Economic University of Kazpotrebsouz).
4. Scientific internship - Bulgaria, Sofia, Technical University - Sofia, from October 9 to November 8, 2017

## SKILLS DEVELOPMENT INFORMATION

1. Certificate of completion of a professional development course on the topic: "Development of competencies of a university teacher in organizing distance and online learning" in the amount of 72 hours. January 9-21, 2023 - NAO Karaganda University named after. Academician E.A. Buketova. Registration number No. 540023.
2. Certificate of completion of a course on the COURSERA platform on the topic: "Marketing. Part 2. Marketing tools" (7 weeks), (Peter the Great St. Petersburg Polytechnic University. April 30, 2021
3. Certificate of completion of a course on the COURSERA platform on the topic: "Etiquette for all occasions" (7 weeks). - National Research Tomsk State University. May 3, 2020
4. Certificate of completion of a course on the COURSERA platform on the topic: "Presentation Design." (5 weeks), E-Learning Development Fund. COURSERA. May 6, 2020
5. Certificate of completion of a course on the topic "Effective organization of activities at enterprises of the restaurant, hotel complex and tourism: methodology and practice" (72 hours). Kazakhstan, Karaganda, RATIONAL SOLUTION LLP. January 8-15, 2020 Registration number No. 12022.
6. Certificate of completion of a course on the topic "Management of a logistics enterprise. Effective use of marketing and marketing tools" (72 hours). Kazakhstan. Karaganda, RATIONAL SOLUTION LLP. January 20-27, 2020 Registration number No. 13127.
7. Certificate of completion of a course on the topic "IT project management". - Karaganda. From November 25 to December 20, 2019
8. Certificate of completion of the course on the topic "Organization activity planning organizational, economic and financial aspects." - Karaganda. From November 25 to December 20, 2019
9. Certificate of completion of a refresher course on the topic: "Preparing a university teacher for teaching using distance learning technologies." - FPK KarSU named after. E.A. Buketova. Registration number No. 563019. September 14, 2019
10. Certificate of completion of a refresher course at a practice-oriented internship on the topic "Education. Innovation in business. Marketing. (72 hours). Consulting company "BEST TRADE". From November 27 to December 6, 2019

## PERSONAL QUALITIES

sociability, responsibility, efficiency

Native language

Kazakh

The name of the language

Russian language

UNDERSTANDING		SPEAKING		ПИСЬМО
Listening	Reading	Orally	Writing	
Fluency	Fluency	Fluency	Fluency	Fluency
<b>Language certificate: NO</b>				

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**Computer skills** Advanced user of MS Office (WORD, EXCEL, POWER POINT)

**Other skills (hobbies)**

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## ADDITIONAL INFORMATION

Over the past 5 years, more than 50 scientific and educational works have been published. The most significant:

1. Mamrayeva D., Tashenova L., Ayaganova M. System characteristics and matrix tools for evaluating innovative business models of youth tourism // *Economic Annals-XXI*. – 2023. – Vol. 201. – Issue 1-2. – P. 56-72.
2. Mambetova S., Ayaganova M., Kalykov A., Akhmetova A., Yeskerova Z. Digital economy in tourism and hospitality industry // *Journal of Environmental Management and Tourism*. – 2020. – Vol. 11. – Issue 8. – P. 2006-2019.
3. Ayaganova M., Pritvorova T., Mamrayeva D., Tashenova L. Social entrepreneurship: business models and strategies for their development // *Economic Annals-XXI*. – 2019. – Vol. 178. - Issue 7-8. - P. 96-104.
4. Tashenova L.V., Mamraeva D.G., Borbasova Z.N., Ayaganova M.P. Problemy funktsional'nosti biznes-modeli i tendentsii razvitiya molodezhnogo turizma v Kazakhstane: ekspertnyy oprosov [Problems of functioning of business models and trends in the development of youth tourism in Kazakhstan: expert survey]. – Almaty, 2023. - № 1 (97). - P. 145-156.
5. Mamraeva D.G., Tashenova L.V., Ayaganova M.P., Togaibaeva L.I. Osobennosti razvitiya vezhdnogo i vyezdnoogo obrazovatel'nogo turizm: opyt Kazakhstana [Features of the development of entry and exit educational tourism: the experience of Kazakhstan]. *Economics Series*. - 2023. - №1 (109). P. 191-200.
6. Tóleýuly A., Kuldeeva A.T., Sabyrzhan A., Ayaganova M.P., Dzhumabayeva Sh.B. Tsifriyq ekonomika jaǵdaiyndaǵy logistikanyń damuy [Cifriyq ekonomika jaǵdaiyndaǵy logistikanyń damuy]. *Series Economics*. - 2022. - No2 (106). P. 332-345.
7. Mamrayeva D.G., Tashenova L.V., Ayaganova M.R. Platform presence of audio guides by regions of Kazakhstan: quantitative and qualitative analysis // *Bulletin of Karaganda University. Economics Series*. - 2022. - No2 (106). P. 81-96.
8. Sabyrzhan A., Ayaganova M.P., Tuleuuuly A., Djumabayeva Some issues of the use of information and communication technologies in digitization of the economy of the regions of Kazakhstan / *Vestnik of Karaganda University Series Economics* - 2021. - No. 4 (104) - S. 137-148.
9. Mamraeva D.G., Tashenova L.V., Ayaganova M.P., Torzhanova D.A., Grebenyuk D.D. Razrabotka gorodskikh turistskikh routov v Tsentral'nom Kazakhstana na osnove primeneniye smart-tekhnologii v usloviyakh tsifrovizatsii turizma [Development of urban tourist routes in Central Kazakhstan based on the use of smart technologies in the context of tourism digitalization]. – Monograph. -Karaganda: Karaganda University Publishing House named after Academician E.A. Buketov, 2023. – 127 p. (monograph).

### Main publications

**h-index by the Scopus database - 3.**  
**h-index by the Clarivate Analytics database -**  
**h-index according to the RSCI -**  
**h-index by the Google Scholar database -**

**Participation in the implementation of scientific projects**

1. "Development of urban tourist routes in Central Kazakhstan based on the use of smart technologies in the conditions of digitalization of tourism" (customer - Ministry of Education and Science of the Republic of Kazakhstan; 2021-2023; position - senior researcher).
2. "Development of a model for the implementation of educational tourism in the education system of higher education students: theory, methodology, practice" (customer - Ministry of Education and Science of the Republic of Kazakhstan; 2022-2024; position - senior researcher).
3. "Social entrepreneurship in modern economic systems: concept, typology, development mechanisms in Kazakhstan." 2018-2020 Registration number: AP05130260.
3. "Social entrepreneurship in modern economic systems: concept, typology, development mechanisms in Kazakhstan." 2018-2020 Registration number: AP05130260.
4. "Integral multifactor assessment of the tourism and recreational potential of Kazakhstan and development of a strategy for the development of competitive regional tourism products." 2018-2020 Registration number: AP05133218.
5. "Modernizing the long-term care system for older people in Kazakhstan: strategic management, economic efficiency and social justice." 2015-2017 Registration number: GF 4 /2181.

**Membership in professional scientific organizations**

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**Awards and titles**

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**Courses taught**

Marketing  
Tourism Marketing  
Restaurant and Hotel Marketing  
Restaurant Marketing  
Food industry  
Organization of restaurant business  
National cuisines and drinks

**Sphere of professional and scientific interests**

Organization of restaurant business, marketing, social entrepreneurship

**SCIENTIFIC DATABASES IDENTIFIERS**

**Researcher ID:** AAB-8484-2019  
**ORCID ID:** 0000-0003-1530-4704  
**Идентификатор РИНЦ:** SPIN-код: 7472-6469, AuthorID: 1045816  
**Author ID Scopus:** \_\_\_\_\_